



Tourban

Accelerating SME capacity and innovation
for sustainable urban tourism

Collection of Selected Good Practice Examples

June 2023

What is Tourban?

The Tourban project (Accelerating SMEs capacity and innovation for sustainable urban tourism) took place between 2021 and 2023 and intends to strongly contribute to foster the adaptation of European tourism companies towards more environmentally, socially, and economically sustainable business models. Tourban recognises that small businesses are the backbone of the tourism sector and as such, they are essential players in leading a transformation towards more sustainable forms of tourism, through innovation, responsiveness, efficiency and the development of specific skills and expertise.

To support tourism SMEs in taking the leadership of this transformation, Tourban improves their access to knowledge, capacity and investments concerning sustainability. The Sustainable Urban Tourism Acceleration Programme contributes to this 3-steps approach (knowledge - capacity - investments) by providing technical and financial support to tourism companies for their sustainability transition.

Tourban is co-funded by the COSME programme of the European Union.

Who are the Tourban partners?

Tourban brings together the following eight partners from seven European cities:

1. Barcelona Chamber of Commerce, Industry, Services and Navigation (BCC) – Barcelona, SPAIN
2. B.Link Barcelona Strategic Projects S.L. (B.Link) – Barcelona, SPAIN
3. Institute for Tourism Research in Northern Europe (NIT) – Kiel, GERMANY
4. Estonian Chamber of Commerce and Industry (KODA) – Tallinn, ESTONIA
5. Breda University of Applied Sciences (BUAS) – Breda, NETHERLANDS
6. City of Dubrovnik Development Agency (DURA) – Dubrovnik, CROATIA
7. Creative Business Network (CBN) – Copenhagen, DENMARK
8. Hungarian Hospitality Employers' Association (VIMOSZ) – Budapest, HUNGARY

It is a pan-European initiative concentrating efforts in the following cities: Amsterdam, Barcelona, Copenhagen, Dubrovnik, Kiel, Budapest, and Tallinn, the seven Tourban pilot cities.



What kinds of projects were funded by Tourban?

The projects that were funded by Tourban can be categorised by four main topics:

Sustainable destination strategy Sustainable destination strategy in tourism businesses involves a holistic approach to managing and developing tourism destinations in a way that maximises benefits while minimising negative impacts on the environment, society, and culture. It encompasses various aspects, including accessibility, tourist stream decentralization, the promotion of lesser-known attractions, environmental conservation, socio-cultural preservation, economic prosperity, and stakeholder collaboration.



Smart resource use Resource use, particularly water and energy, is a significant aspect of sustainability within the tourism industry. Tourism businesses, such as hotels and tour operators, have a substantial impact on the consumption of these resources. By actively managing their water and energy consumption, tourism businesses can demonstrate their commitment to sustainability, attract environmentally conscious guests, and contribute to the overall conservation of natural resources. Moreover, reducing resource use can enhance operational efficiency and potentially decrease operating costs for these businesses.

Circular economy and waste management Waste management in the tourism industry refers to the practices and strategies employed to effectively handle and minimise waste generated by tourism activities, encompassing activities such as hotels, restaurants, and local attractions. Effectively managing waste in this sector is essential to minimise environmental impact and promote sustainability.

Sustainability certificates and labels Sustainability certificates and labels for tourism businesses are valuable tools that recognise and communicate a business's commitment to sustainable practices. These certifications provide assurance to travellers and stakeholders that a tourism business operates in an environmentally and socially responsible manner.

What is this document?

This digital brochure includes a selection of good practice examples from all partner countries and all four main topics. It aims to give a broad overview of the range of different projects funded under the Tourban umbrella and focusses on the SME's experiences, setbacks, results and personal advice in their own words. In no way does this mean that the projects not listed in this brochure are not good examples – they are all great!

On every page you find interactive icons that lead you to a YouTube video about the project →  or to the company's website → 

Where can I find further information?

If you would like to take a look at all 60 Tourban projects, you find the project factsheets [here](#).

The videos about all the projects can be found on the Tourban YouTube channel [here](#).



Index by category

Sustainable Destination Strategy

[Turismo Vivencial, Barcelona](#)
[Accessible Spain Travel, Barcelona](#)
[Trylt, Budapest](#)
[Best Step Guide, Budapest](#)
[Skipit, Copenhagen](#)
[Seek+See, Copenhagen](#)
[Tours That Matter, Amsterdam](#)
[Badass Tours, Amsterdam](#)
[Gulliver, Dubrovnik](#)
[Red History Museum, Dubrovnik](#)

Smart Resource Use

[INOOUT Hostel, Barcelona](#)
[You Stylish Apartments, Barcelona](#)
[Woodah Boutique Hostel, Copenhagen](#)

Circular Economy and Waste Management

[Restaurant und Hotel Ole Liese, Kiel](#)
[Hotel SAND, Kiel](#)
[YourGuide, Tallinn](#)

Sustainability Certificates and Labels

[Willem&Konsorten, Kiel](#)
[Cityrama, Budapest](#)
[Hungry Birds, Amsterdam](#)
[Kalev Spa Hotel & Waterpark, Tallinn](#)
[Marta Vintage, Tallinn](#)

Index by country

Amsterdam

[Tours That Matter](#)
[Badass Tours](#)
[Hungry Birds](#)

Barcelona

[Turismo Vivencial](#)
[Accessible Spain Travel](#)
[INOOUT Hostel](#)
[You Stylish Apartments](#)

Budapest

[TRY: Budapest](#)
[Best Step Guide](#)
[Cityrama](#)

Copenhagen

[Skipit](#)
[Seek+See](#)
[Woodah Boutique Hostel](#)

Dubrovnik

[Gulliver](#)
[Red History Museum](#)

Kiel

[Restaurant und Hotel Ole Liese](#)
[Hotel SAND](#)
[Willem&Konsorten](#)

Tallinn

[YourGuide](#)
[Kalev Spa Hotel & Waterpark](#)
[Marta Vintage](#)





Guadalupe Fili, Project Manager



What is the project about?

“We have developed a tourism product that combines the collection of ingredients from the sea by fishermen from Barcelona, local producers who sell their products in the food market and a show cooking of the "seafood recipe". To this end, fishermen have been involved in the tourist circuit and Barcelona's slow food has been promoted in order to maintain the intangible heritage of traditional recipes. This project integrates the traveller with the local community of the port and the market through gastronomy, wine and local products grown in the metropolitan area of Barcelona. The involvement of local producers, small businesses and unique and slow activities that promote the culture and traditions of the destination is one of the fundamental values to take care of our environment and our inhabitants. The tourism offer created within the framework of this project helps to reduce seasonality and establish a relationship between travellers and the local community, as the activities can be carried out at any time of the year.”



“Train team members in sustainability in relation to the activities they carry out in their jobs, encourage local production and establish synergies and collaborations between companies in the territory, collaborating in the conservation of biodiversity and in the creation of experiences that do not negatively affect the environment. And, last but not least, raise awareness and transmit to travellers the experiences, values and respect for the natural and cultural environment.”



Accessible Spain Travel, Barcelona

Creating new and accessible sustainable tourism experiences

Sustainable destination strategy

Smart resource use

Circular economy and waste management

Sustainability certificates and labels



Daniel Zunzunegui,
Managing Director



What is the project about?

“Accessible Spain Travel seeks to provide the best personalised travel itineraries for travellers with accessibility needs visiting Spain. They offer tailored services that include accommodation, transport, tours, activity tickets, local experiences, mobility equipment rental, personal aide services and more. The TOURBAN project aimed to create new and accessible sustainable tourism experiences in Barcelona. In a first pilot, 10 new sustainable products were developed including cultural, social, economic, and environmental sustainability aspects while safeguarding the accessibility and social inclusion for customers and the local community.”



Main results of the project:

1. We created new synergies with collaborators to be able to offer new experiences of high touristic value and with a high sense of sustainability, that serve as a good practice to replicate on all our tour operations.
2. We developed sustainability and accessibility standards for our experiences, which allow us to standardize our service and our quality standards, thanks to the work carried out by technical auditors in the program.
3. We conceptualized a methodology that helps to homogenize our service under our program of values, which encompasses the mission of the company with our sustainability objectives, allowing us to establish defined guidelines with all our suppliers and promote the creation of a more sustainable supply chain.

“Connect the sustainable development goals of your company with your company values.”





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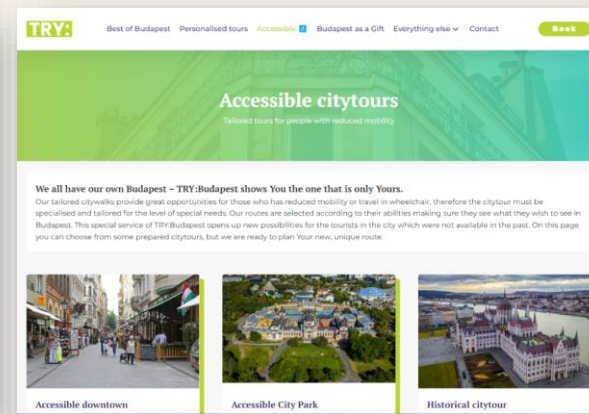


István Csatalinác, General Manager



What is the project about?

“The Tourban project made us redefine Budapest as a destination for tourists with special needs and reduced mobility. To provide efficient, reliable and appropriate service for this target group a very specified work must be done: it is needed to map the special requirements carefully and every single element of the service must match these requirements (we found it almost impossible to get ready for everything). Just a simple example: when we are planning a city tour for wheelchair users there can not be even one stair on the route. As this work is so complex and time consuming there are no tour operators focusing on this group, we are the pioneers of this field.”



“Simplicity is sustainable! It is better to have a less difficult portfolio and a clear communication system than providing something extraordinary which is too complex to explain. Give options but keep it simple.”

What we have done so far:

1. Redefined our product portfolio: we planned and examined routes that we can offer for people with special needs, these city tours are bookable on our webpage. By now we built a huge database of sights, places and routes in Budapest suitable for people with reduced mobility.
2. Contacted most of the Hungarian associations of disabled people: Already working together with them, organized tours for groups from Budapest and other cities as well. The relationship is quite close, they help us with practical advice for our work and we assist them to find financial support to this kind of cultural activities.
3. Built partnership with tour operators abroad which are focused on accessible tourism. Our tours are listed on their portfolio. Now we work together to map the accessible infrastructure of Budapest.
4. Marketing and communication: we rebuilt our website according to the new strategy, the new product portfolio is clearly separated.



Best Step Guide, Budapest

Budastep: Urban Walking Tours for Locals and Tourists

Sustainable destination strategy

Smart resource use

Circular economy and waste management

Sustainability certificates and labels



BUDASTEP

What is the project about?



Zsófia Csillag, CEO



“Budastep (Best Step Guide Ltd) is one of the few professional representatives of urban walking tours for locals, the latest and fast-growing genre of sustainable tourism in Budapest.

Developing a professional urban walking tour requires a great deal of research about interesting locations, stories, fun facts, a professional tour guide with deep knowledge and great presentations skills, etc. However we should not forget about the “invisible” work in the background, which takes 80% of efforts of a successful product. Think about how to identify the audience, how to approach them, how to create the best customer experience, how to keep them engaged and become their trusted service provider.

With support of our mentor, a digital marketing expert, we learned how to choose the most suitable marketing model, differentiate the stages of the customer journey and address them with appropriate content through online ads on Facebook and Google Ads. The campaigns implemented through these platforms increased our brand awareness and sales.

Digital marketing solutions are now part of our day-to-day operation as the best tools to analyse our business results, most importantly to raise awareness of sustainable tourism.”



“Do not be afraid to take professional guidelines from experts of the field, and to invest time and energy to understand your audience. Once you know how to approach them the best way, your business will grow itself.”





Conor Clancy, CEO and Co-Founder

What is the project about?

“Every year millions of tourists and travellers visit European cities and according to UNWTO, they want to be part of the solution to a more sustainable industry. However, they often lack the knowhow and tools that allow them to make more sustainable choices.

At Skipit we are on a mission to empower everyone to travel local.

We do this through two key areas:

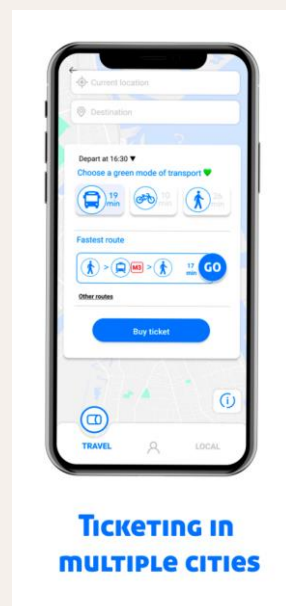
- 1) **Skipit Travel** - which makes it easier for visitors to plan, pay and use local public transport in multiple cities.
- 2) **Skipit Local** - that connects our community of travellers with local businesses and activities and redistributes the tourism expenditure to benefit local communities and economies.

With support from Tourban we aimed to implement the public transport ticketing solution of Skipit Travel in Copenhagen. We already had a Skipit Local set up across various neighbourhoods of Copenhagen and just needed the ticketing feature to be fully operational in Copenhagen. We were told by the public transport entity that the Open API would be ready for us to implement. However the Public transport company in Copenhagen postponed the release, which gave us a challenge to overcome“

“Sustainable tourism represents a huge opportunity. But the eco system is under developed, be prepared for this.”

Main achievements of the project:

1. Preparation of our backend and frontend code for the ticketing API
2. Preparation of our banking infrastructure to include DKK
3. The inclusion of a sustainable journey planner
4. The inclusion of transport maps in the app
5. The inclusion of a deep link to the ticketing service of the public transport network.
6. Testing and feedback from a handful of users
7. Onboarded hotel partnerships
8. Saw an increase of downloads from people visiting Copenhagen.
9. Expanded our eco system and network of partners in Copenhagen
10. Attended the Dubrovnik summit and other events which gave us a great network beyond Denmark!



Seek+See, Copenhagen

Developing sight-seeing treasure hunts for families

Sustainable destination strategy

Smart resource use

Circular economy and waste management

Sustainability certificates and labels



Inga Stein Burgaard, CEO



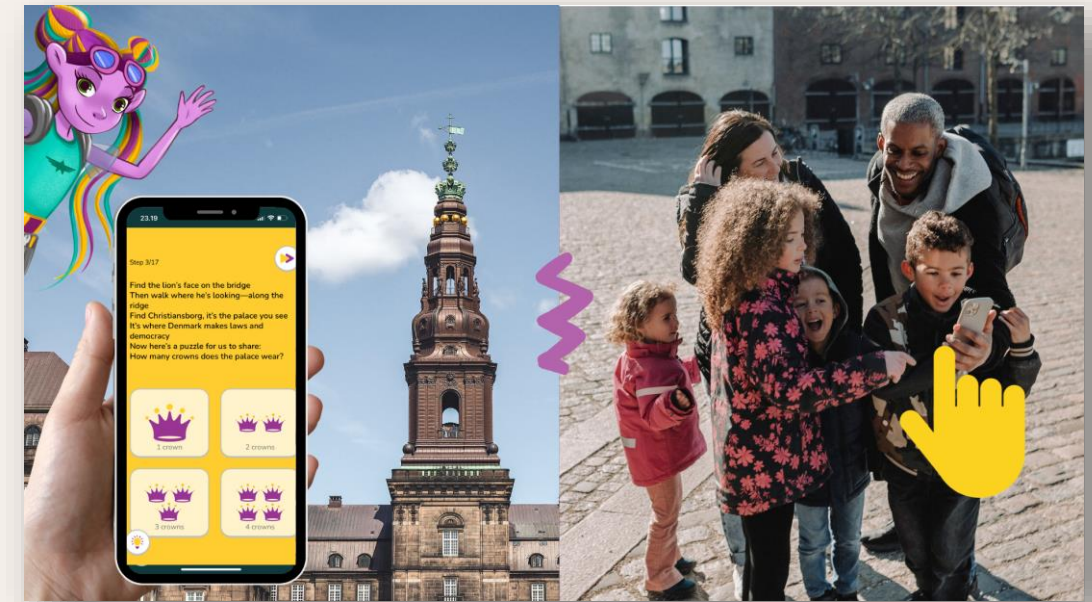
What is the project about?

“Exploring a city with kids, especially young ones, is challenging, even more if you try to learn about the city, as sights and guides usually do not cater to the needs of kids and parents. Information formats and content is inadequate, and tours lack flexibility. Our sight-seeing treasure hunts specifically targeted at families with kids 3-10 years make exploring cities easy and fun. We want to encourage more local and traveling families to explore cities, create a unique family experience, increase sustainable awareness in a kids-friendly and fun way, show off lesser-known areas of cities and thus also spread traveller spending across more businesses in the cities. In 2022, we have successfully launched and sold our first B2C treasure hunts in Copenhagen and achieved excellent customer ratings and feedback. Based on our B2C experience, we have developed a product version 2.0 and were able to test and optimize our marketing and sales channels. We have managed to be added and listed on the Danish national tourism website as well as the Visit Copenhagen website as one of the top activities to do with kids in Copenhagen and potentially also soon in the sustainability guide. In 2023, we are preparing to scale and have entered our first B2B partnership to create a treasure hunt experience for a museum to attract more family visitors. We have a global ambition and aim to encourage families globally to explore and learn about sustainability also with younger kids.”

Lessons learned:

“Be flexible and ready to adjust and pivot as not all things are in your own control and you have to work with what you can get and the resources you have. Split big goals into smaller steps if necessary to make them more manageable even when things don't go your way.”

“Select your target customers carefully and be excellent in your niche. Not everybody thinks sustainability is an important decision criteria (yet) and/ or is willing to pay for it.”



Tours That Matter, Amsterdam

Tours as a Tool for Change

Sustainable destination strategy

Smart resource use

Circular economy and waste management

Sustainability certificates and labels



What is the project about?



Anouschka Trauschke, co-founder

“Tourban has given us an opportunity to not only maximize but also to visualize the positive impact of our tours! We have designed a tour design model that shows how our tours contribute both to the local community and the wider world. Based on this theoretical model we created an attractive infographic video that communicates the process and the impact of the tours. This way we don't sell a product, but inform people on the work we do in communities. We applied it directly to three new tours that we designed in the North and the South-East of Amsterdam - with the themes of inclusivity, super diversity and circularity. For these tours we've created partnerships with university, community centres and social businesses in the areas, shaping a new eco-system. Additionally a training program has been designed to train the right people to guide these tours. The result being a new tour design model that we can scale and grow. Not a product to enter the market but a process that will change it.”



“Make the market adjust to you, instead of you to the market.”



Lessons learned:

- 1. Simplify sustainability:** To make sustainability attractive and simple we needed a third party to step in and help us to analyse our story and focus on where we were really making impact.
- 2. Include locals from the beginning:** You cannot design a product and then include the locals in your story. You first have to understand the story of the neighbourhood before you can create your own.
- 3. Focus on our product not on the market:** It remains a challenge that we do not want to develop tours to sell them but to create positive impact on the neighbourhood.
- 4. Learning our unique value:** We discovered that more and more people are interested in a customized product, something special to fit within their school program or as part of a conference. It is our strength to be able to create such tours on any area or topic. So we have decided to go with this flow and have developed the customized tour. This way we can create unique experiences and also get a fair price for this in return.





What is the project about?

“Badass Tours successfully launched a new digital tour that we’ve come to call the Self-Curated Walking Tour. This new tour explores the hidden history of Amsterdam’s historical centre and lays the groundwork for future storytelling opportunities. We’re incredibly satisfied with what we accomplished with the Self-Curated Walking Tour, and we can’t wait for more people to experience it.”

“The Self-Curated Walking Tour leaves a positive social impact on the city through several benefits:

1. The tour is at a price that’s affordable for a wider range of guests, providing access to powerful stories no matter the income level.
2. The tour is specifically made for those with differing abilities, such as people with physical impairments and neuroatypical people. The tour lets them set their own pace, take in the information how they want (either by reading or by listening), and stop and start as they please.
3. The tour includes 60 stories over 12 different stops, each with a story dedicated to the four main themes: women’s history, BIPOC (Black, Indigenous, People of Color) history, Jewish history and LGBT+ history. These are stories of empowerment and resilience, and they shed light on people that are typically written out of history books. Guests can find themselves represented in these stories, and they can have a better appreciation for other cultures.”

Lessons learned:

“We learned that we can’t do this all on our own. Whether through a weakness in skill sets or simply not enough time, we need to bring in more help where we can. This means letting go of some control of how we want things done, but the payoff is worth it and will allow us to achieve more.”

“Don’t be afraid to ask for help, and jump at the chance to get out of your comfort zone and discover something new.”

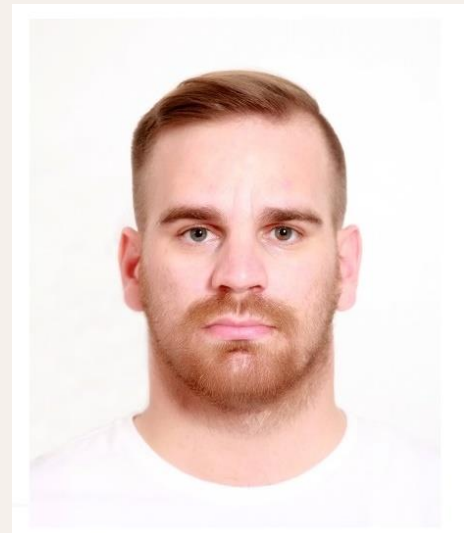


Elyzabeth Gorman, Storyteller-in-Chief





What is the project about?



Ivan Kordić



“The DST project has achieved remarkable results towards sustainable tourism development. The project offers a unique and sustainable tour experience that allows guests to enjoy a carriage ride away from crowded city areas, while indulging in fresh, organic food. The project's main goal was to design sustainable tours that promote responsible tourism practices, reduce the impact of tourism on local communities and the environment, and ensure the safety and well-being of guests, staff, and local communities. Overall, the project's impact on sustainable tourism is significant, as it has contributed to promoting sustainable approaches when creating tourism products. The project's success offers an excellent example for other tourism SMEs to embrace sustainable tourism practices and contribute to the long-term sustainability of the tourism industry.”

“Conduct thorough research, collaborate with local communities and embrace flexible and adaptable approaches to address challenges and promote sustainable tourism practices.”

Main achievements of the project:

1. The development of more sustainable tour options that promote responsible tourism practices and reduce the impact of tourism on local communities and the environment.
2. The implementation of a safety management system that ensures the safety and well-being of our guests, staff, and local communities.
3. The selection of potential booking software that will streamline our booking processes and increase our operational efficiency.





Krešimir Glavinić, owner



What is the project about?

“Our project resulted in a sustainable strategy document which helped us understand and analyse the problems our city and us, as people living and working in it, had. This strategy guided us in developing a new free walking tour that could at least in some aspect contribute to fighting climate change and promote sustainability in our hometown. This is why we made a walking tour "DU - Walk" from the old town - the central tourist attraction, to our museum situated 45 min walk away, in the port part of the town. This way we are encouraging people to walk more which is healthier for them, but also for the city. More walking means less using motorized vehicles and less carbon footprint. We are offering visitors new sights and in that way less people will be in the overvisited part of the city. This is also a chance for other parts of the city to develop and have new businesses and more income, better life standards and better and more sustainable tourism. Of course, this is also good for our business because at the end it is bringing people to our museum and it is making it more visible. In the end, we think it is a win - win situation for all, for our business, for the city, for locals and for visitors.”

Lessons learned:

“We learned a lot. The greatest value was the experience and knowledge gained from going through the whole process. Defining the steps and taking them one at a time and then getting the bigger picture and the whole walking tour was a great experience. The design thinking methods were very useful and we believe it will help us in the future in our business. Also, making of the marketing plan made us better in understanding marketing as the important part of every business. We learned about each other, about our colleagues and found out more about our city.”

“Tourism is not the exploitation of the local resources, it is the transfer of knowledge, experiences and emotions between locals and visitors, and the transfer works both ways.”



INOUT Hostel, Barcelona

2nd Phase: Increasing the sustainability and accessibility of a hostel

Sustainable destination strategy

Smart resource use

Circular economy and waste management

Sustainability certificates and labels



Izaskun Quilez, Director

What is the project about?

“INOUT hostel is based on the principles of inclusion and social sustainability. 90% of our workforce is made up of people with disabilities. INOUT hostel’s Tourban project has a two-fold objective: the improvement of our environmental sustainability through the use of rainwater for the irrigation of outdoor spaces on the one hand, and the improvement of the accessibility of our installations on the other hand. The former is facilitated through a technical study of the possibility to install an irrigation system, the later through an in-depth analysis of every aspect of accessibility of the hostel’s facilities including concrete recommendations for improvement to be implemented subsequently. “

Project achievements:

“We have specialized even more in accessibility. Thanks to that we have become known in the sector. We have been invited to different talks on the subject with other colleagues from the tourism sector and we have received several awards for the work carried out during the duration of the project.”

Lessons learned:

“We learned not to get obsessed with applying new sustainability items, but rather to make sure that the ones we already have implemented work correctly. We also learned that sometimes external and specialized help is necessary in the matter. “

“We would advise you to set short- and long-term goals. Completing small actions has motivated us to continue working and to be able to face the most difficult tasks with greater enthusiasm.”



You Stylish Apartments, Barcelona

Stylish Energy: Intelligent Energy Management System

Sustainable destination strategy

Smart resource use

Circular economy and waste management

Sustainability certificates and labels



Eva Martínez, CEO



What is the project about?

“Barcelona Apartments You Stylish is a tourist rental company offering premium accommodation in central locations of Barcelona with commitment to sustainability. Through the project we aim to reduce the environmental impact of each stay. We have learned a lot, and we have managed to get savings, by improving machines, setting certain parameters and engaging our clients and team. Meanwhile, we continue looking to improve our energy impact and will work to always implement improvements towards a more sustainable and responsible accommodation in Barcelona.”

“We are sure that using new technology & digitalization will definitely help us reduce the environmental impact.”



Main results of the project:

1. We provide our apartments with renewable energy.
2. Set up comfort - while **saving energy - settings for the AC**. We have modified our machines when the software allows it, and we have set a minimum temperature of 22°C for summer and a maximum of 27°C for winter. Each degree that you reduce on the set temperature allows a 7% saving of consumption energy.
3. Regular **maintenance** of the machines to get best possible **efficiency**.
4. Make sure the apartment has correct **isolation windows and doors**. Put shades, where the sun hits.
5. Train our **team** to be able to **engage our guests** to a more sustainable way.
6. We **communicate and make easy steps for guests** to follow and achieve comfort while saving energy.
7. We **measure and improve** when needed.



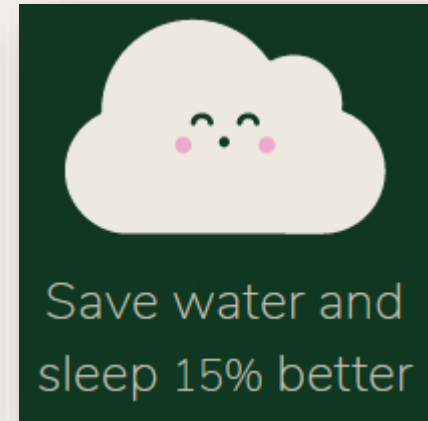


What is the project about?

“The hospitality industry consumes water. A lot of water. Way too much water. Sometimes we take water for granted in Scandinavia but it’s a resource that needs to be taken as seriously as other parts of our industries sustainability work. We would like our hostel to be in the forefront when it comes to water consumption efficiency. We can make change through innovative water solutions in bathrooms and kitchen and raising the awareness among our guests and staff by engaging word-of-mouth. One drop less in our hostel is one more drop in the ocean!”



Mikkel Færch-Jensen and Gabriel Sundqvist, founders



Main results of the project:

“We achieved a 25% less water use during 2022 compared to 2021 and 75% less electricity use in Q4 2022 compared to Q4 2021. Our occupancy was 53% higher in 2022 compared to 2021.

We have started to implement our new strategy "Sleep better by doing good" and communicate our new brand promise "A small hostel with a big heart".

But most importantly: we have started to take action and make changes towards an even more sustainable accommodation alternative.

Tourban started the rings on the water. We're now working on the waves."

“The journey itself is as fun and satisfying as the actual results, enjoy the ride!”



Hotel and Restaurant Ole Liese, Panker

Circular economy with planning a kitchen garden

Sustainable destination strategy

Smart resource use

Circular economy and waste management

Sustainability certificates and labels



Volker Fuhrwerk, head chef



What is the project about?

“We started with a small garden run by the kitchen. We expanded it to 3000m². In the process, we created 61 additional beds á 12m² and built a foil tunnel of 10x3.5m. We did this with a team of two people, both completely unskilled in garden management. We managed to manage all the beds and gain a significant yield. The creation of a composting area also helped to create a better circular economy because now we can compost all vegetable kitchen waste there and later use it positively for the garden. We also created an area for trees and shrubs for long-term biodiversity. We accompanied all these processes with media and were thus able to generate an additional marketing tool.”



Main results of the project:

1. **Expansion of the garden area** with a focus on native and robust plants as well as the recultivation of old varieties.
2. **Energetic and sustainable garden supply** with a greenhouse in the form of an energetically efficient foil tunnel and a compost.
3. **Increasing biodiversity** in cooperation with a local beekeeper and by transforming former farmland into a flowering field.
4. **Tourism/sustainable cooperation**, e.g. via social media and guided tours with interested locals and guests.
5. **Marketing**: the garden as a USP, publicity through TV broadcasts, social media and print media.
6. **Increasing staff responsibility** of the four apprentices and other employees who have expanded their knowledge of plants and kitchen garden management as well as an additional full time and two part-time jobs for gardeners.

“It is always worthwhile to just get started and solve problems little by little.”



Hotel SAND, Timmendorfer Strand

SAND – Sustainability As Natural Doing

Sustainable destination strategy

Smart resource use

Circular economy and waste management

Sustainability certificates and labels



SAND
Timmendorfer Strand



Marion and Bert Müller, owners



What is the project about?

“This project addressed the challenges of food waste and the involvement of employees as key challenges in tourism. These are urgent topics related directly to the issue of climate change. As climate change is often abstract to SMEs, this project aims at bringing it down to the day to day operation in a combined hotel and restaurant SME. These topics were chosen as they reflect both: A main lever for a valuable economic as well as environmental performance. Both are crucial to become more resilient in post pandemic times. The objective to reduce food waste and inspire the hotel employees to become sustainability ambassadors has been successfully finished. This has been done with a food waste measurement, the development of food waste reduction measures and a training to develop green rules for every department. The final planned result of a 30% reduction in food waste, green rules per department as well as an outreach event to inspire 10 other SMEs of the same region has been reached successfully.”



“Designate responsibilities within the company following up the sustainable goals by establishing measurable activities to be able to reflect an authentic and successful strategy which can be communicated within the circle of stakeholders.”





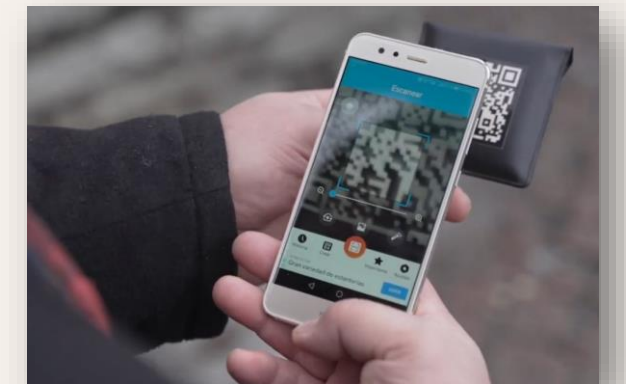
Katri Kulm, owner and CEO



What is the project about?

“The main objective of the SUSPAT sustainable pocket ashtray project implemented with the support of the Tourban Acceleration Programme by our tour company Taste and Feel Estonia, is to raise awareness about the environmental impact that cigarette waste generates. Our aim is to develop innovative solutions that would actively involve tourist in the contribution to the reduction of the environmental impact of cigarette butt litter as any other unsorted waste.” We encourage smoking costumers to use a reusable pocket ashtray during our excursions for temporary storage of the butts.

A QR code leads to the interactive city map app that makes it easy to find the closest cigarette butt sorting bin. The cigarette waste collected in those dedicated “butt boxes” will be upcycled into a sustainable, compostable and nature friendly 3D printing filament by Filaret, an Estonian company with green values. The SUSPAT website contains valuable awareness raising information and useful tips about environmentally friendly and responsible behaviour while traveling. The video will motivate smokers to be “part of the solution, not the problem” by enhancing the emotions of empathy, responsibility and hopefulness. The customer satisfaction survey is the important tool to collect relevant data that will help us to evaluate the scope of the change and to continue making future improvements.”



“There are no fairy wands, but stirred hearts... Have fun and love what you do!”



Willem & Consorten, Heiligenhafen

A sustainable ripple effect in vacation homes

Sustainable destination strategy

Smart resource use

Circular economy and waste management

Sustainability certificates and labels



Annika Rathje, owner

What is the project about?

“We offer eight holiday homes on the Baltic Sea. These accommodations have received a sustainability certificate. We have optimized these accommodations in terms of equipment to save more resources. We also want to go a common sustainable path with the guests. We encourage our guests to break new ground while following simple everyday tips during their stay. For this purpose we have developed an app in theory, which we are currently offering to various tourist destinations. We want to minimize the Attitude Behaviour Gap a bit. Every guest can collect bonus points during their stay through their sustainable, regenerative behaviour. Through local activities, information about environmental protection and individual good sustainable deeds, every guest can give something back to the destination, nature and the locals. The guest is rewarded for this sustainable guest behaviour. For each service performed, the guest collects points within the app. At the end of the trip, these collected reward points lead to a donation payment or a sustainable guest gift.”

Lessons learned:

“Teamwork makes the dreamwork. We brainstormed a lot around our project goals. The longer we sat together and let all ideas come out, the better the plan became.”



“Share your idea as soon as you can and always ask peers and experts for feedback.”





Tünde Mogyorósi, Group Manager

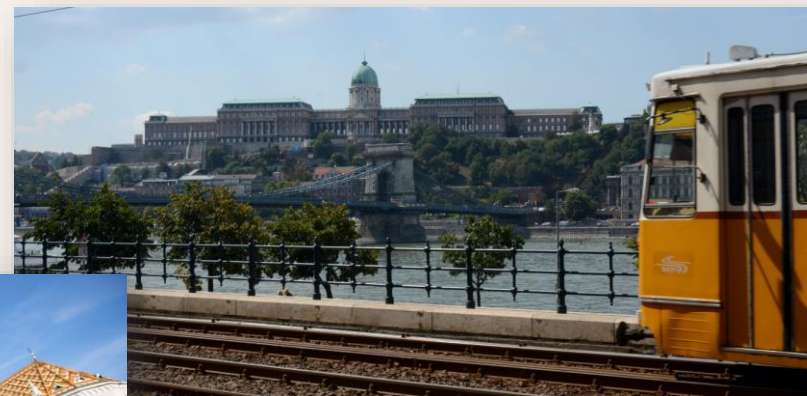
What is the project about?

“Our main goal was to create a new and sustainable tour to avoid extra pollution of tour buses and wasting time by sitting in traffic jams. The program would bring tourists closer to locals by discovering the hidden treasures of the city by public transportation and on foot. We have reached our main goal by creating a new and sustainable tour which shows all the most important sights of Pest side with a tour guide in a sustainable way.

Secondly, but just as important we aimed to change the approach and focus on sustainability in all areas of our operation including the training and changing of the attitudes of our colleagues, service providers, partners and even our competitors.”

Lessons learned:

“On the way of creating this tour and participating at the Tourban project we just learned a lot and received so many impressions! Sustainability became an important topic at our company, we are just talking about it with all the colleagues and partners, trying to find further best practices and good solutions. All of us are really excited about extending this project and share our knowledge and experiences with others.”



“Learn from other good practices and take part on study tours and conferences which inspire you!”



Hungry Birds Street Food Tours, Amsterdam

Stay Hungry, Stay Conscious

Sustainable destination strategy

Smart resource use

Circular economy and waste management

Sustainability certificates and labels



Zosia and Esther-Hanna, founders

What is the project about?

“Our project 'Stay Hungry, Stay Conscious' is about our small, local tour company embarking on the journey of becoming and growing into a more sustainable street food tour company.

Through the support of the Tourban Acceleration Programme we aimed at becoming Travelife certified, a starting point to further grow our knowledge and expertise about how to run a responsible food tour company. The past year we have spent diving deeper into our company and analysing which business activities could be improved to achieve the Travelife Certified status. We have been creating clear guidelines for our food tours and Motherbirds (tour guides) to ensure a sustainable food experience for our guests.

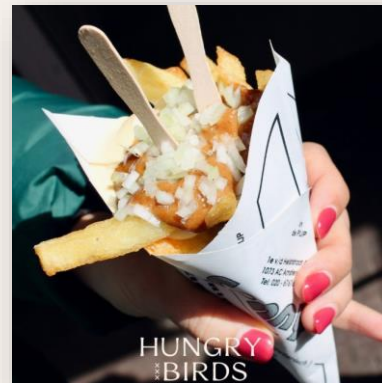
We look forward to continuing our sustainability journey and inspire more of our guests to make conscious choices.”

Challenges, lessons learned and achievements:

- Our biggest challenge during the project implementation was time management. Balancing our daily operations with the Tourban activities challenged us to juggle between tasks and priorities.
- We learned that is important for our own work/life balance to set goals and deadlines. These goals and deadlines pushed us to get things done within a certain time frame.
- Our main achievement was that we have a new level of awareness towards how to run a business in the tourism branch more responsibly. We realise that this is the beginning of a longer journey of continuously asking ourselves if what we are doing is adding value to our hungry birds', our city, our partners, our community's lives. E.g. we now see that the sum of all small things make a big difference.



“Take it one small step at a time, do not be afraid of change for the better.”



Kalev Spa Hotel & Waterpark, Tallinn

Achieving Green Key programme goals

Sustainable destination strategy

Smart resource use

Circular economy and waste management

Sustainability certificates and labels



Piret Betlem,
Member of the Board and CEO



What is the project about?

“Project KSGK – Spa Hotel and Water Park in the heart of Tallinn is working on achieving the Green Key certificate to be partner for the EU Green Capital 2023. Having a hotel and spa in one establishment in the City Centre of Tallinn in an area with lot of restrictions from the city makes it challenging to maintain our establishment in a sustainable way.”

Project achievements:

- Water consumption decreased 10% after the shower heads were changed for more economic types.
- Reduction of food waste in our hotel’s restaurant, especially during breakfast time.
- We implemented some new ways for managing energy efficiency in spa and hotel facilities and educated housekeeping and maintenance staff to work in a more sustainable way.
- Less plastic: We encourage our guests to drink tap water, no plastic bottles or cups are needed. We have reduced single-use cups in the spa area, instead there are reusable ones. Mini-bottles or shower caps are not available in bathrooms, liquids only in dispensers.
- Less printing materials: not only cost-efficient but also makes a big difference in sustainability actions. Hotel guests got used to QR-based menus and informational materials quite well. More information is presented also through screens.
- A good outcome can be seen also in recycling - our old computers get a new life through our partner Green Dice, old furniture and items that are no longer needed here will go to charity.
- We only use eco label cleaning products. Paper towels and napkins are biodegradable and have eco certificates.
- Rooms are only cleaned upon guests’ request.



“Make a solid plan that is achievable. You have to start from little steps and train the staff to follow them. It is a mindset that has to change, then the actions will follow. Ask ideas from all staff members. Engage your customers. Communication to team and customers are equally important.”





Mai-Liis Maasar and Andres Paulus



What is the project about?

“Project HOOW was initiated from the first "Vegan Guesthouse" in Estonia. The aim of the project was to become a centre of sustainable living and co-working together with local community and guests. Our main question in the project was: “How to live, travel and make business in a new paradigm, where in all aspects of life we have to consider the health of our world.” Our goal has always been to preserve our traditional wooden house and to share the unique feeling the house has to offer with our beloved guests. Our family run guesthouse dated back to 1901 is renovated with ecological, natural materials. The projects aim was to preserve the surrounding nature and prone the health of guests - every material used is tested to be safe and of natural origin. Via preserving our traditional Estonian wooden building, where guests can experience living as if in a real "open air museum", we share something really valuable with our visitors. Sustainability is for us not only a word: this is the key for our every action and through feedback from our guests we know, that they feel that too!

The support from the Tourban Acceleration Programme has helped us to achieve a good starting point and knowledge towards our goals for sustainable living with our community and our visitors”

“Be yourself the change you would like to see: show with your actions your care for the environment and nature!”



Challenges and results of the project:

“In our region the outbreak of war was a big and sudden change for our everyday working environment and it affected our business (drop of visitors to Estonia) and also plans for the project. However we managed to look with hope towards the brighter future and finish our goals set for the project.

- *We have reduced the usage of electricity, water and organised a waste collecting station in the house. The certificate "Green key" is handed in and we hope to gain the certificate during 2023!*
- *We have planned first seminars in co-operation with sustainable builders in Estonia, to organise first workshop on our premises: ecological construction of a clay pizza oven. We hope this to be the re-start for a pop-up "open air cafe", which serves ecological and plant-based food.”*

